

Message Text

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SINGAPORE FOR RTDC

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: NOVEMBER 1974 FOOD PROCESSING AND PACKAGING TECHNICAL
SEMINAR MARKET DATA

1. FIVE MILLION DOLLARS WORTH OF FOOD PROCESSING AND PACKAGING
EQUIPMENT WAS IMPORTED INTO THAILAND IN 1972. U.S. SHARE WAS
12.7 PERCENT.

2. MEAT AND PUULTRY PROCESSING, FISH AND SEAFOOD PROCESSING,
SUGAR AND CONFECTIONERY PRODUCTS MANUFACTURING, FRUIT AND
VEGETABLE PROCESSING, FATS AND OILS (CONCONUT) PROCESSING,
AND BAKERY PRODUCTS MANUFACTURING ARE MOST IMPORTANT SUB-
SECTORS FOR THAILAND TO DATE.

3. U.S. COMPANIES MOST ACTIVELY REPRESENTED IN MARKET ARE:
(A) HONIRON DIVISON OF WARD FOODS INC., HONOLULU; (B) APV CO.
INC., BUFFALO, NEW YORK. OTHER U.S. COMPANIES PRESENTLY RE-
PRESENTED ARE: PMC CORP., SACRAMENTO, CALIFORNIA; BREW-
MATIC INTERANTIONAL, LOS ANGELES; U.S. SLICING MACHINES CO.
INC., LA PORTE, INDIANA; TAYLOR FREEZER INTERNATIONAL, ROCKTON,
ILLINOIS; BERKEL INC., LA PORTE, INDIANA; OHAUS SCALE CORP.,
FLORHAM PARK, NEW JERSEY; HAYSEN MFG. CO., SHEBOYGAN, WIS-
CONSIN; LAITRAM CORP., NEW ORLEANS; STEPHEN PAOLI INTERNATIONAL
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CORP., ROCKFORD, ILLINOIS; GROEN DIVISION, DOVER CORP., ELK

GROVE VILLAGE, ILLINOIS; MCGRAW EDISON/FOOD EQUIPMENT DIVISION,
ALGONGUIN, ILLIHOIS.

4. HONIRON SOLD TWO PINEAPPLE CANNING PLANTS AT \$350,000. APV
IS NEGOTIATING WITH SEVERAL FOOD PROCESSING PLANTS TO SELL
\$700,000 EQUIPMENT. FMC'S LOCAL AGENT ACTIVELY PROMOTED SALES
OF EQUIPMENT FROM FMC AUSTRALIA, BUT THEY MET WITH CUSTOMERS'
CRITISM ON THE DURABILITY OF THE EQUIPMENT. MANY FOOD PROCESSING
PLANTS PREFERRED TO USE SECOND-HAND EQUIPMENT, MAINLY FROM
TAIWAN, BECAUSE OF CHEAPER PRICES. HOWEVEE, THEY BEGIN TO RE-
ALIZE THAT THE EQUIPMENT IS TOO OUTDATED. FORMERLY, GERMANY
WAS THE MAIN SUPPLIER OF FPP EQUIPMENT TO THAILAND. POST BE-
LIEVES U.S. EQUIPMENT IS NOW IN A BETTER POSITION TO COMPETE
WITH GERMANS.

5. INSTITUTE OF FOOD RESEARCH AND PRODUCT DEVELOPMENT, THAI
FOOD PROCESSORS ASSOCIATION, APPLIED SCIENTIFIC RESEARCH
CORPORATION OF THAILAND, THAI PACKAGING ASSOCIATION, INDUSTRIAL
SERVICE INSTITUTE, ASSOCIATION OF THAI INDUSTRIES, AND THAILAND
MANAGEMENT ASSOCIATION ALL EXPRESSED INTEREST IN PARTICIPATING
IN THE SEMINAR AND WILLINGNESS TO ASSIST IN SELECTING/SCREENING
SEMINAR ATTENDEES.

6. ALTHOUGH MANY LOCAL EXECUTIVES' KNOWLEDGE IN ENGLISH IS
SUFFICIENT, IT WOULD BE ADVANTAGEOUS TO ALL THAI SPEAKING
EXECUTIVES IF SEMINAR PAPERS ARE TRANSLATED INTO THAI AND DIS-
TRIBUTED AFTER EACH SEMINAR SESSION. COMMERCE IS REQUESTED TO
HAVE SEMINAR PAPERS PREPARED AND FORWARDED TO BANGKOK AT
LEAST SIX WEEKS PRIOR TO THE EVENT IF LOCAL TRANSLATION DESIRED.
LOCAL TRANSLATION COST IS \$4 A PAGE. IT IS TOO COSTLY TO HIRE
A SIMULTANEOUS INTERPRETER FOR THE SEMINAR AND THE CALIBRE
OF THE INTERPRETATION WOULD BE DOUBTFUL.

7. BASED ON PREVIOUS EXPERIENCE, POST RECOMMENDS DUSIT THANI
HOTEL'S SIRI HALL AS SEMINAR SITE, BECAUSE OF ITS ROOMIER
FACILITIES. THIS HALL CAN ACCOMMODATE 306 SEATS AND IS EQUIPPED
WITH AUDIO VISUAL SYSTEMS. THE RENT IS \$150 PER DAY.
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